

Aytu BioScience to Host Conference Call to Detail Company's Natesto® U.S. Launch Plans

Live Conference Call and Webcast Scheduled for July 6, 2016, at 4:30 p.m. ET

ENGLEWOOD, Colo., June 30, 2016 — Aytu BioScience Inc. (OTCQX: AYTU), a specialty pharmaceutical company focused on global commercialization of novel products in the field of urology, announced today that the company will present an overview of its launch plans for Natesto® (testosterone) nasal gel, for which the company is planning to initiate promotion in July 2016.

The call will take place Wednesday, July 6, 2016, at 4:30 p.m. ET, and will focus on the unique market opportunity for Natesto and the future value it may bring to Aytu as the only FDA-approved, nasally-administered testosterone replacement therapy (TRT) product available in the U.S. The company will also provide an update on Aytu's expanded commercial infrastructure and discuss the near term strategy for targeting the highest volume TRT prescribers.

Conference Call and Webcast Information:

The audio webcast and accompanying slides will be accessible live and archived on Aytu's website, www.aytubio.com, for 90 days. Interested participants and investors may also access the conference call by dialing either:

- 1-855-656-0926 (U.S.)
- 1-412-542-4198 (international)

A replay of the call will be available for seven days. Access the replay by calling 1-877-344-7529 (U.S.) or 1-412-317-0088 (international) and using the replay access code 10088515.

About Aytu BioScience Inc.

Aytu BioScience is a commercial-stage specialty pharmaceutical company focused on global commercialization of novel products in the field of urology. The company currently markets two products: ProstaScint® (capromab pendetide), the only FDA-approved imaging agent specific to prostate specific membrane antigen (PSMA) for prostate cancer detection, and Primsol® (trimethoprim hydrochloride), the only FDA-approved trimethoprim-only oral solution for urinary tract infections. Aytu recently acquired exclusive U.S. rights to Natesto®, the first and only FDA-approved nasal formulation of testosterone for men with hypogonadism (low testosterone, or "Low T"), which the company plans to launch in July 2016. Additionally, Aytu is developing MiOXSYS™, a novel, rapid semen analysis system with the potential to become a standard of care for the diagnosis and management of male infertility caused by oxidative

stress. MiOXSYS is commercialized outside the U.S. where it is a CE Marked, Health Canada cleared product, and Aytu is conducting U.S.-based clinical trials in pursuit of 510k de novo medical device clearance by the FDA. Aytu's strategy is to continue building its portfolio of revenue-generating urology products, leveraging its focused commercial team and expertise to build leading brands within well-established markets.

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Forward Looking Statement

This press release includes forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, or the Exchange Act. All statements other than statements of historical facts contained in this presentation, including statements regarding our anticipated future clinical and regulatory events, future financial position, business strategy and plans and objectives of management for future operations, are forward-looking statements. Forward looking statements are generally written in the future tense and/or are preceded by words such as "may," "will," "should," "forecast," "could," "expect," "suggest," "believe," "estimate," "continue," "anticipate," "intend," "plan," or similar words, or the negatives of such terms or other variations on such terms or comparable terminology. These statements are just predictions and are subject to risks and uncertainties that could cause the actual events or results to differ materially. These risks and uncertainties include, among others: the ability to have Aytu common stock listed on a national securities exchange; the potential future commercialization of our product candidates; the anticipated start dates, durations and completion dates, as well as the potential future results, of our ongoing and future clinical trials; the anticipated designs of our future clinical trials; anticipated future regulatory submissions and events; risks relating to gaining market acceptance of our products; obtaining reimbursement by third-party payors; our anticipated future cash position; and future events under our current and potential future collaborations. We also refer you to the risks described in "Risk Factors" in Part I, Item 1A of Aytu BioScience, Inc.'s Annual Report on Form 10-K and in the other reports and documents we file with the Securities and Exchange Commission from time to time.

To view the original version on PR Newswire,

visit:<http://www.prnewswire.com/news-releases/aytu-bioscience-to-host-conference-call-to-de-tail-companys-natesto-us-launch-plans-300292511.html>

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